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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
UTILITY PATENT APPLICATION TRANSMITTAL UNDER 37 CFR 1.53(b)**

Address to: Assistant Commissioner for Patents Box Patent Application Washington, DC 20231	Attorney Docket No.	12031/1
	Inventor(s)	Ari ROSENBERG
	Express Mail Label No.	EL566656630US
	Total Pages	40

J1045 U.S. PTO
09/846431
04/30/01

Title of Application:**SYSTEM AND METHOD FOR THE PRESENTATION OF ADVERTISEMENTS****Transmitted with the patent application are the following:**

- 2 Page(s) Transmittal form (and one copy)
- 30 Page(s) Cover Page (1), Specification (21), claims (7), abstract (1)
- 5 Page(s) Informal drawing
- 3 Page(s) Declaration and Power of Attorney (signed)
- Page(s) Recordation of Assignment and Assignment form
- Page(s) Information Disclosure Statement (IDS) (copies of citations not included in number of pages)
- Page(s) Certified copy of:

This application is a Continuation / Continuation-in-Part / Divisional of prior application Serial No. _____, filed _____.

Fee calculation for SMALL entity:	No. Filed	No. Allowed	No. Extra	Rate	Fee
Basic Fee					\$355.00
Total Claims	27	20	7	× 9.00	\$63.00
Independent Claims	6	3	3	× 40.00	\$120.00
Multiple Dependent Claim				+ 260.00	
				Assignment	
				Total	\$538.00

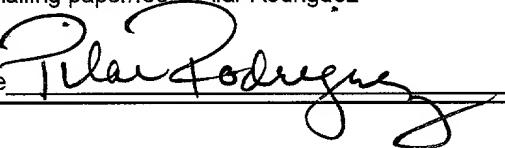
The Commissioner is hereby authorized to charge payment of any fees associated with this communication or arising during the pendency of this application per 37 CFR §1.16–1.21, or to credit any overpayments, to Deposit Account 11-0600.

Express Mail Certificate

I hereby certify that the above paper/fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated below and is addressed to the Assistant Commissioner for Patents, Washington, DC 20231

Date of deposit: **April 30, 2001**

Person mailing paper/fee: **Pilar Rodriguez**

Signature 

Respectfully submitted,


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